



APPENDIX E

FAA AVIATION SAFETY PROGRAM

Organizational and Planning Guide

REFRESHMENTS

Providing refreshments at your seminar or clinic can help to make the session more relaxed and enjoyable. If the session is really enjoyable, these who attend are more likely to benefit from the meeting and to attend future safety programs.

Refreshments should be appropriate to the occasion and require minimum effort. A few simple, low-cost, easy-to-serve snack foods and a beverage will probably do it.

You have two alternatives in serving refreshments -- do it yourself or hire a caterer. Cost is the major consideration in using a caterer. If you choose to do it yourself, be alert to two common pitfalls -- inadequate planning and over-extending your capabilities.

What you serve will be determined to some extent by the type of program you sponsor. If its an evening seminar, for example, your audience will have eaten dinner before arriving and a beverage and a light snack would be appropriate. If your seminar is an all-day affair, you will probably have to plan for two refreshment breaks and lunch.

All-day seminars usually include refreshments at morning and afternoon breaks but many do not provide lunch. Instead, they recess the program at noon to allow each person to eat on an individual basis. Before choosing this lunch procedure, consider the availability of restaurants near the seminar/clinic site and provide this information in the program flier.

Whatever you decide, remember that planning will eliminate problems before they cause embar-

assment. Keep the menu simple and remember that the objective is to provide adequate refreshments appropriate to the occasion with minimum effort and expense.

To help you plan your refreshments, the following recommendations and checklist are offered.

RECOMMENDATIONS ON REFRESHMENTS

1. Determine the refreshment requirements for your seminar or clinic as early as possible. If you host an all-day safety meeting, decide how to handle lunch early in your planning. If you decide that it is too complicated or expensive to serve lunch, make sure there are restaurants in the area where people can eat on their own during the hour-long lunch break.
2. Compare the costs of having refreshments provided by a caterer and the cost and time involved in doing it yourself.
3. Settle on a simple menu early in your planning and stick to it. Avoid time-consuming, last minute changes.
4. Plan the refreshments service thoroughly, including who will furnish what, who will serve, who will clean up, etc. Be sure to get permission from the management of the facility to serve refreshments before proceeding.
5. The intermission times available for serving refreshments may be limited (perhaps only 20 minutes), so organize the serving for speed and smoothness. An arrangement resulting in minimum delay of movement is the best arrangement.



6. Use finger food or those that can be served from their packages, rather than those requiring cooking or other types of preparation.

7. Whenever possible, prepare food and beverages in advance for quick serving.

REFRESHMENTS CHECKLIST

Basic Equipment

- () Serving table
- () Table cloth
- () Serving trays
- () Clean-up equipment
- () Trash receptacles

If you serve:

You need:

Coffee, Tea

- () Thermal cups
- () Spoons
- () Sugar or substitute
- () Cream or substitute
- () Napkins

Carbonated Soft Drinks or Fruit Drinks

- () Cups
- () Ice or other way to chill

Brownies, Cookies, Cupcakes, Doughnuts

- () Napkins
- () Paper plates
- () Plastic utensils for serving



APPENDIX F

FAA AVIATION SAFETY PROGRAM

Organizational and Planning Guide

ADDITIONAL PERSONNEL

There are four principal areas in which additional personnel will probably be required for the FAA Aviation Safety seminar or clinic you sponsor. These are: transportation, parking, seating and refreshments.

You may be required to furnish ground transportation for people who fly in to attend a meeting held at an off-airport site. If this requirement does exist, you will have to assign people to provide the necessary transportation.

If required by site selection, people should be assigned to assist with parking. They should be available to direct participants to designated parking areas and to see that the available parking space is filled in an orderly and efficient manner.

At some sites, ushers may be required to assist with seating participants and to direct people to restrooms, telephones, water fountains, etc. They

can also distribute safety materials provided by the SPM.

Although it's possible to use some of the ushers for serving refreshments, you should setup a special detail to handle the refreshments from start to finish. They should be responsible for preparing the refreshments, serving them and cleaning up.

Personnel planning should be included in all phases of preparation for the safety meeting. Ask the advice of the SPM, and mostly importantly, do not over-extend a limited staff. Friends, family and associates may be called upon. Ask for help early enough so people can arrange their personal schedules to be available the day of the meeting.

Local aviation organizations and local chapters of national aviation groups are possible sources of additional manpower. These might include such organizations as flying clubs and local pilot associations, antique and experimental aircraft clubs, the Civil Air Patrol, The 99's, etc.



APPENDIX G

FAA AVIATION SAFETY PROGRAM

Organizational and Planning Guide

TRANSPORTATION SERVICES

If the aviation safety seminar or clinic you sponsor is conducted at a site away from the airport, you should make arrangements to provide ground transportation for participants who fly in for the meeting, if required.

Consider the possible need for transportation services early while selecting the site for your meeting. Confer with the SPM on this topic, too. Try to anticipate the need and handle it as necessary.

In addition, especially if an on-airport site is selected for your program, you should make arrangements for providing aircraft parking space, tie-down ropes and perhaps for fuel sales, and other aircraft services. Make sure that you are

fully informed about any pertinent airport security issues, and be sure to relay any necessary security information to attendees.

Related to transportation services is the need for adequate signs. They need not be elaborate, but signs directing participants to the meeting should be prepared and placed on roads and highways leading to the site and in the designated parking area. Consider all principal routes to the meeting site in determining where highway signs should be placed. If your meeting is in a well-known location for which highway signs are not necessary, consider the need for inside signs to direct people to the auditorium, restrooms, etc.

Do not forget to coordinate speaker transportation when required.



APPENDIX H

FAA AVIATION SAFETY PROGRAM

Organizational and Planning Guide

SUGGESTIONS ON DOOR PRIZES

can place their names on for the drawing.

1. Determine the amount of money you want to spend on door prizes and the number of prizes to be given. About three prizes per 100 attendees is a good rule of thumb, and one prize should be of obviously greater value than others.

2. Select the prizes as early as possible and mention them in your local promotional materials.

3. Schedule the door prize drawing for after the break or at the end of the program, to encourage people to stay.

4. Have small pieces of paper or forms attendees

5. Consider low-cost but attractive prizes that will be of use to any pilot or mechanic rather than to airplane owners only. Such items as plotters, computers, books and manuals may be appropriate, or you might give flying time, simulator time, or mechanic training. If you are going to offer a prize to airplane owners only - ask them to fill out a different form than the pilots.

6. Remember that door prizes are an incentive to remain with the program, which must stand on its own merits. Try to deal with the subject of door prizes early in your planning so that last-minute problems do not arise.



APPENDIX I

FAA AVIATION SAFETY PROGRAM

Organizational and Planning Guide

RECOMMENDATIONS ON PROMOTION

1. Discuss promotion fully with the SPM as early as possible. Learn exactly what he/she can do and what his/her experience has been in promoting similar meetings.

2. Make use of your own experience and contacts in suggesting promotion possibilities. If you know the aviation writer for the local newspaper, for example, ask him to write an article about the importance of the Aviation Safety Program and the time, place, and topic of the meeting you are conducting. If a pilot you know is a local disc jockey or TV news reporter, ask him/her to record a public service announcement.

3. Regardless of your personal contacts at newspapers or radio and television stations, confer with the SPM about approaching all such media for publicity. As a starting point, adapt the attached sample news release and public service announcement to your own use. Deliver or send the material to the news media yourself, or with the help of the SPM. As a government employee

devoting full time to the business of safety, the SPM may have a better chance of having the publicity accepted.

4. If your budget permits, place one or more advertisements in local newspapers. A suggested advertisement is attached for use as a starting point. The newspaper advertising department can assist in designing the ad for your particular seminar or clinic and your budget will dictate the size of the ad to use. One advertising idea you should consider is placing a notice of your safety seminar in the newspaper classified advertising section offering airplanes for sale. This section is well read by local pilots and it is a good way of reaching your potential audience with a brief message about the time and place of your safety meeting.

5. In all of your promotion work, keep the message simple and to the point. Be sure to include the date, time and location of the meeting, topics to be covered, names of any outstanding guest speakers, name of the SPM who will conduct the program, and the name of the sponsor.

SAMPLE PROMOTIONAL MATERIALS

The following sample promotional materials- a news release, radio-TV public service announcement and newspaper advertisement - are based on a hypothetical situation with fictional names, programs and places. They merely show you how to prepare such materials and what information to include:

Once you set the date, time, location and program for your Aviation Safety seminar or clinic, prepare your own news release, public service announce-

ment and advertisement along the lines of the samples. Type out publicity materials and send them to all daily and weekly newspapers, radio and television stations in your area, not just the biggest ones.

In selecting newspapers for your advertisement, however, check their circulation figures to make sure your message is getting the most exposure possible for your advertising dollars.



SAMPLE NEWS RELEASE

[Name of SPM]

From: [Name of Counselor]

[Name]

Address

Phone Number

Aviation Safety Program Manager

Flight Standards District Office

Address

Phone Number

FOR IMMEDIATE RELEASE

[Date of Release]

An aviation safety seminar for (pilots) (aviation maintenance technicians) will be held at [time], [day of week], [date] in the [location].

The seminar is part of the FAA's nation-wide Aviation Safety Program. [Name of SPM] FAA Safety Program Manager, will conduct the meeting, which is sponsored by [name of sponsor].

Included in the three-hour session will be discussions of [list seminar topics, speakers, or any films/videos to be shown].

The FAA's Aviation Safety Program is a national effort to enhance aviation safety by conducting seminars, clinics, and proficiency flights attended voluntarily by the aviation community. Approximately 15,000 seminars and clinics are held each year, attended by nearly 800,000 airmen.



SAMPLE PUBLIC SERVICE ANNOUNCEMENT FOR RADIO - TV

From: [name of counsellor]	[name]
Address	Aviation Safety Program Manager
Phone Number	Flight Standards District Office
	Address
	Phone Number

PUBLIC SERVICE ANNOUNCEMENT For use through [date and time of seminar]

:30 (AVIATION MAINTENANCE TECHNICIANS) (PILOTS) IN THE [local area]

COUNTY AREA ARE INVITED TO A FEDERAL AVIATION

ADMINISTRATION SAFETY SEMINAR AT [time] [day of week]

[date], IN [location]. THE SEMINAR IS PART OF THE FAA'S NATION -

WIDE AVIATION SAFETY PROGRAM AND WILL BE CONDUCTED BY

AVIATION SAFETY PROGRAM MANAGER, [NAME]. THE MEETING IS

SPONSORED BY [NAME OF SPONSOR].

THAT'S [TIME], [DAY OF WEEK], [DATE], IN THE [LOCATION]

— AN FAA SAFETY SEMINAR FOR ALL (AVIATION MAINTENANCE TECHNICIANS)

(PILOTS).



PUBLIC SERVICE ANNOUNCEMENT FOR RADIO - TV

From: _____

Phone: _____ Phone: _____

PUBLIC SERVICE ANNOUNCEMENT For use through _____

:30 (AVIATION MAINTENANCE TECHNICIANS) (PILOTS)

IN THE _____ AREA

ARE INVITED TO A FEDERAL AVIATION ADMINISTRATION SAFETY

SEMINAR AT _____,

IN _____.

THE SEMINAR IS PART OF THE FAA'S NATION - WIDE ACCIDENT

PREVENTION PROGRAM AND WILL BE CONDUCTED BY ACCIDENT

PREVENTION PROGRAM MANAGER, _____.

THE MEETING IS SPONSORED BY OAK CITY FLYING SERVICE.

THAT'S _____, _____ IN THE

_____ — AN FAA SAFETY

SEMINAR FOR ALL (AVIATION MAINTENANCE TECHNICIANS) (PILOTS).



SUGGESTED INTRODUCTION AND WELCOME BY SPONSOR

LADIES AND GENTLEMEN:

MY NAME IS (YOUR NAME) AND I AM PLEASED TO (BE / REPRESENT) THE SPONSOR(S) OF THIS FAA AVIATION SAFETY SEMINAR.

BEFORE WE PROCEED, HOWEVER, I WANT TO (IDENTIFY / RECOGNIZE / INTRODUCE) THE OTHER AVIATION ORGANIZATIONS WHO ARE CO - SPONSORING THIS PROGRAM.

(NAME)

(ORGANIZATION)

ON BEHALF OF ALL OF US, I WANT TO EXPRESS OUR APPRECIATION TO YOU FOR TAKING THE TIME TO BE WITH US TODAY (TONIGHT).

WE HAVE WORKED TOGETHER TO HOST THIS SESSION BECAUSE OF OUR SINCERE BELIEF IN PROMOTING AIR SAFETY, AND BECAUSE WE WANT TO SEE YOU BETTER ENJOY THE RECREATION AND UTILITY OF FLYING. AS THE SLOGAN GOES " A SAFE FLIGHT IS NO ACCIDENT". CERTAINLY BEYOND THAT A SAFE FLIGHT IS A FUN FLIGHT WHERE YOU, AS THE PILOT, DEMONSTRATE SKILLS AND KNOWLEDGE IN DEALING WITH ALL PHASES OF FLYING.

WE ARE NOT HERE TODAY TO HEAR A SERMON... AND WHILE OUR OVERALL MESSAGE IS SAFETY, OUR INTENT IS TO HELP MAKE FLYING A LITTLE MORE ENJOYABLE FOR YOU AND YOUR PASSENGERS BY HELPING YOU TO BETTER UNDERSTAND GOOD FLYING SKILLS.

AT THIS POINT, I AM GOING TO TURN THE PROGRAM OVER TO THE FAA REPRESENTATIVE, YOUR "FRIENDLY AVIATION ADMINISTRATOR" (OR INDUSTRY OR COUNSELOR) WHO WILL RUN THE PROGRAM. _____

(NAME)

(JOB TITLE)

(LOCATION)



SUGGESTED CLOSING STATEMENT BY SPONSOR

THANK YOU (NAME OF INDIVIDUAL(S) CONDUCTING THE PROGRAM) FOR A VERY FINE PROGRAM. I THINK EVERYONE ENJOYED IT AN WE WILL ALL DO WELL TO LIVE AND FLY ACCORDING TO THE SAFETY GUIDELINES YOU'VE DISCUSSED.

IT HAS BEEN MY PLEASURE AS A SEMINAR SPONSOR TO SEE ALL OF THE PLANNING AND PREPARATION THAT GOES INTO A MEETING LIKE THIS. MR./MS. (NAME OF FAA PERSON OR COUNSELOR) CERTAINLY DID A PROFESSIONAL JOB FOR US AND HE/SHE IS A CREDIT TO THE FAA ASP.

(YOU START THE APPLAUSE)

MY PERSONAL THANKS ALSO, TO ALL OF YOU WHO TOOK THE TIME TO JOIN US HERE TODAY (TONIGHT). YOU'VE SHOWN GENUINE INTEREST IN SAFETY BY ATTENDING THIS MEETING AND I HOPE YOU'LL CONTINUE TO HAVE A HEALTHY CONCERN FOR SAFETY EVERY TIME YOU FLY.

BEFORE WE BREAK UP, PLEASE JOIN ME IN THANKING ALL OF THE PEOPLE WHO HELPED MAKE THIS SEMINAR POSSIBLE.

(NAME CO-SPONSORS, FAA PERSONNEL AND OTHERS WHO ASSISTED WITH PLANNING, TRANSPORTATION, REFRESHMENTS, ETC.)

THANK YOU ONCE AGAIN FOR YOUR CONTINUED INTEREST IN AVIATION SAFETY....



APPENDIX J

PLANNING AND CONDUCTING MEETINGS

SECTION 1. BASIC PRINCIPALS

The success of a public safety meeting is dependent upon many factors. Please consider the following important factors when planning your meetings:

(1) Room Size:

Select a room large enough to accommodate all who are expected to attend. There must be enough room for the proper spacing of chairs. If the room is too large for the number of people who will attend, plan the seating arrangement so they will be grouped closely together.

(2) Heating and Ventilation:

Adequate heating or air conditioning and draft-free ventilation should be considered. Stuffy or otherwise uncomfortable conditions can be distracting.

(3) Appearance of the Facility:

Decorations, fixtures, cleanliness, and all other aesthetic factors will affect the prevailing mood of the meeting. The quality of a meeting is often a reflection of the facility.

(4) Setting the Stage:

The stage setting should be planned in detail and completed well before the meeting is to begin. Locate the projection screen so the entire audience can see it. The projector's speaker should be placed under or near the screen, when possible. If the lecturer is using visual aids, the lectern should be located to one side. Training aids should be developed whereby the entire viewing audience can read them.

(5) Furniture:

The use of folding chairs or small hard-seated straight chairs should be avoided whenever possible. They are uncomfortable and not conducive to good listening.

(6) Freedom From Noise:

It is important to have as little distraction from noise as possible. Hangars are not particularly desirable as meeting places because of typical noise levels and poor acoustics. Meeting rooms in hotels or restaurants should be located well away from the kitchen, bar, and lobby areas.

(7) Meeting Room Arrangement:

Consider the type of seating arrangement that will produce the best result. Allow for ample spacing between seats. Have your equipment set with projectors loaded, focused, and ready to run. Every effort should be made to avoid fumbling with your equipment at the last moment.

(8) Smoking:

Your meeting should be conducted in a smoke-free environment. Make an announcement to that effect or post a sign in a prominent location.

(9) Safety and Convenience:

For larger groups, it may be necessary to insure that your audience is aware of fire exit, public telephone, and rest room locations. See that people are ushered to their seats so that they will be gathered together and as near the front of the room as is comfortable.

Have someone ready to deal with unexpected



problems such as noise outside the meeting room, sudden changes in room temperature, equipment malfunctions, changes in lighting requirements, or the need for additional seating.

(10) Timing:

No matter how worthy the subject matter, how brilliant the speaker, or how loyal the audience, one mistake might spoil a well planned program. By considering these limitations to audience attention, the quality of your program will be improved.

The attention span of most people is approximately two hours, regardless of how interesting the speaker or subject may be. Schedule and plan all meetings for two hours or less.

Plan a time schedule for each meeting event. Allow each speaker and other program functions ample time, but specify a limit and stick with it.

In addition to the speakers, insure that the audience is aware of the events' schedule and overall meeting length.

Start the meeting at the scheduled time, even if only one person is present.

Manage the meeting. Do not just let it happen. You should make it happen.

Keep the meeting moving and do not overlook occasional stretch breaks.

End the meeting on schedule by announcing that the meeting has ended. State that you will remain in the area to answer individual questions, then step away from the podium. Your exit from the podium officially ends the meeting. Those who came to listen will appreciate your sticking to the schedule. Those who care to ask questions will find you.



APPENDIX J Con'd

PLANNING AND CONDUCTING MEETINGS

SECTION 2. PREPARATION FOR A PRESENTATION

Any presentation, talk, or briefing contains three basic elements which should be considered in initial planning. They are: the audience, the reason for the meeting or purpose of the presentation, and the presenter.

An understanding of your audience in terms of its size and the experience and interests of its members will be extremely helpful.

Be aware of your audience in terms of race, sex, age, disability, etc., and avoid comments that could possibly be misconstrued as offensive. Be especially careful in the use of humor. Be pleasant, courteous, professional, and stick to the point.

(1) The Meeting's Purpose:

The reason for having the meeting should be a primary consideration when planning an event.

Typically, your purpose will be to educate, inform, or persuade. The lecture or demonstration method with appropriate audio/visual aids and limited audience participation will be required. You may, however, conduct or act as a moderator at a public listening session to provide information or resolve aviation-related problems.

(2) Meeting Segments:

The presentation will typically consist of three elements; the introduction, the body, and the conclusion. It often helps to think in these terms: Tell them what you are going to tell them - tell them - and tell them what you have told them.

(3) The Introduction:

The introduction should gain the interest and attention of the audience and specifically state the subject to be discussed. Here are some suggestions on how you might begin.

Make a personal reference. You might tell a story about yourself or cite a recent experience which incorporates the meeting's theme.

Relate a subject of vital interest to your audience. Show them that what you are about to say will be of value or interest to them. For example, "Since most of you fly or maintain aircraft, which are more than 25 years old, I know that you will be interested in our special recommendations which apply to an aging aircraft fleet".

Ask a question. A provocative question will make your audience want to listen to discover just what you meant by your question. For example, "There are at least 10 concerns unique to the operation or maintenance of aircraft more than 25 years old. Do you know what they are?"

Cite a quotation or authority. Using a quotation from a famous person stirs attention and can add interest in what you have to say. George Bernard Shaw said, "I often quote myself; it adds spice to the conversation."

Make a startling statement. The novel, unfamiliar statement can spark immediate attention. How about this: "Did you know that typically, the newest of light, single-engine, piston powered airplanes registered in this country are nearly 20 years old?"

After gaining the attention of your audience, state



your specific objective. Highlight the points you wish your audience to understand. For example, as you open your meeting devoted to crosswind landings, you might say, "Tonight we are going to analyze crosswind landings, explain several ways they may be accomplished, and persuade you to pass these techniques on to your fellow pilots."

(4) The Body:

There are common organizing patterns which successful authors and speakers have practiced. The pattern you practice will be determined by the type of material you have to present. Although one of these patterns will usually work, do not attempt to force your material into a set pattern if it does not fit. Present the material as clearly and as logically as you can. Use these patterns as a guide, not as a crutch.

(5) Problem-Solution:

With a narrative, supported perhaps with audio/visual aids, outline a scenario which highlights a particular aviation hazard. The safe solution then becomes the point of your presentation. Weather, density altitude, contaminated fuel, aging aircraft, human factors, and many other such subjects make a good beginning. Emphasizing the importance of the problem at the outset, such as the number of accidents caused by a particular practice, will provide impact to your description of the solution.

(6) Cause and Effect:

This pattern will be especially effective when using an accident report as the basis for your presentation. Analyzing the causes leading to an accident is not only a logical means of organizing a presentation, but provides a dramatic technique for driving home your point.

(7) Chronological Order:

Chronological order is the easiest pattern to recognize and is probably the most familiar to you and your audience. When discussing routine procedures such as obtaining a weather briefing, performing your checklist, or how to land in a crosswind, the chronological pattern relating to time sequence is effective and readily understood. Simply put; first we do this, and then we do that.

(8) The Conclusion:

Plan your conclusion carefully. It is probably the most important part of your presentation and is too often approached as an afterthought. The main purpose for most presentations is to inform or persuade. If your purpose was to inform, then your conclusion will be a summary of the main points you have made. If your purpose was to persuade, then you have two requirements in concluding. You must not only summarize, but you must motivate your audience to act. Your presentation should begin and end with a strong tone. The conclusion should pull the presentation into a unified whole. It is essential for your audience to feel the impact of the presentation in its entirety. The conclusion is your last chance to clarify the ideas discussed, to reinforce the points made, and to place emphasis where you want it. Leave your audience with a clear understanding of the subject.

Do not apologize for the facility or any part of your presentation. Let your listeners decide how well you have done. An apology will not make them feel better about their experience. If you feel that improvements are warranted, your next presentation will provide the opportunity.

Do not conclude abruptly or at great length. The conclusion should be a harmonious and balanced



part of the presentation. The complexity of the subject and the quality of your work in delivering the body of the presentation will determine the length of an appropriate conclusion.

Do not introduce new material in your conclusion. Your listeners are aware that you are concluding your presentation and are expecting a summary. The impact of your presentation can be easily lost

by the introduction of new points at this time.

Cover only the main points in conclusion. Do not repeat the body of your presentation.

If your presentation was intended to persuade, insure that your audience understands exactly what action you expect them to take.



APPENDIX J Con'd

PLANNING AND CONDUCTING MEETINGS

SECTION 3. GENERAL CONCEPTS OF PUBLIC SPEAKING

The following paragraphs are provided to aid speakers in the delivery of their presentations. You should be friendly, focused, businesslike, and modest. Approach the speaker's stand with confidence. Pause for a moment and look steadily over the audience before you speak.

The most critical time for any speaker is that first minute with their audience. Your appearance and the way you conduct yourself have an effect on the way your audience will respond.

(1) Let each member of the audience know that you are talking to them. Your manner of speaking may be varied to fit the occasion and the size of the audience, but always maintain eye contact. Without it, you will lose your listeners. Be yourself. The audience will spot an act immediately.

(2) A good delivery is practiced, animated, and alive. If you stand before your audience in a careless manner, you will not gain their attention or hold their interest. A practiced and lively presentation will hold the audience's attention. This takes practice. You must show that you are interested in and believe in what you are saying. You will be successful in your delivery if:

(3) You know your subject.

(4) You have a firm belief in your subject.

(5) You have confidence in your ability to talk on the subject.

(6) You exhibit eagerness to talk about it.

(7) You speak clearly and fluently.

(8) You practice your presentation.

(9) A good delivery is free from apparent tension. Everyone suffers from nervousness when they first address an audience. Great orators, like Cicero and Abraham Lincoln, confessed to stage fright. Many of today's statesmen, movie and television actors admit to moments of nervousness every time they step on stage or speak publicly. It helps when you recognize the symptoms, understand the causes, and know the cures for nervousness.

a. Some of the symptoms are:

- Increase in pulse rate.
- Sweaty palms.
- Empty feeling in the stomach.
- Dryness in the throat.
- The pitch of the voice changes.
- Shaky hands or knees.

b. Some of the causes are:

- Lack of confidence.
- Lack of preparation.
- Feeling of great responsibility.
- Fear of loss of status or respect.

c. Some of the cures are:

- Recognize that nervousness is a perfectly normal reaction.
- Recognize that you probably appear to be more confident than you feel.
- Be prepared. Know your subject so thoroughly that you feel confident.
- Remember that the audience is friendly and wants you to do well.
- Concentrate on what you have to say.



- Remember that you know your subject better than your audience.

- A good delivery is simple, direct, and natural. Relax. Be yourself.

(10) If the audience is large, it may be necessary to speak louder than your normal conversational tone. Speak as you normally do with a bit more care to insure that you are easily understood. Avoid affectations or an adopted oratorical style.

Frequently repeated mannerisms will distract the audience. Anyone may have distracting mannerisms that they are not aware of. Avoid:

Fumbling with your pencil, your watch, a pointer, or any other object. Laser pointers can be especially distracting.

Buttoning and unbuttoning your coat or adjusting your neckwear.

Jingling coins or keys in your pocket. It may be a good idea to remove them beforehand.

Pacing, shifting from side to side, or rocking.

Leaning on the lectern.

A good delivery is no accident, and people are not born as good speakers. It takes hard work and practice to become a good public speaker. Before you make any presentation for the first time, rehearse. Have an outline showing at least the principal points in the order in which you wish to cover them.

(11) A Special Caution: Probably the most distracting and otherwise telling flaw in public speaking is the repeated use of meaningless interjections. The habit of using "Ah", "Ya know", "OK", "Right?", or other such words in your speech will be difficult to break.



APPENDIX J Con'd

PLANNING AND CONDUCTING MEETINGS

SECTION 4. ANALYSIS OF THE PRESENTATION

(1) How well did you do? One way to improve your presentation is to analyze audience reactions. Did you succeed? Were they informed or persuaded? Critique sheets can be effective if properly used. One method is to ask specific questions or request comments on a piece of paper distributed before the meeting and collected as your audience leaves.

(2) Printed lists of questions requiring a simple

"yes" or "no" do not provide much useful data. Most people simply praise the program. By asking several appropriate, provocative questions, you will probably receive a better indication of your effectiveness.

(3) How may our presentation be improved?

(4) What subject would you choose for our next meeting?

(5) What are you going to do as a result of this meeting?



APPENDIX J Con'd

PLANNING AND CONDUCTING MEETINGS

SECTION 5. A FEW FINAL WORDS — DO NOT TRY TO DO TOO MUCH

(1) Do not over-saturate your work schedule. If you have a state wide safety week or other emphasis period, do not participate in a meeting every night unless you have a variety of speakers. Even if you play the part of emcee, a meeting every night of the week will wear you out. As the days go by, you will be less effective and less motivated to do a good job. Space your meetings so that you will have a breather.

(2) Before giving a new presentation, have your colleagues listen to you and critique your presentation. Have them ask pertinent questions. You will profit from their constructive criticism. Adequate rehearsal is important to your success!

(3) You will, no doubt, have excellent ideas for new programs and suggestions for how we may better serve our customers in the aviation community. Please pass those thoughts on to your SPM.

Plan the placement of screens, monitors, projectors, speakers, lecterns, and other equipment so that everyone in the audience will be able to see and hear the program. Include provisions to cover, secure, or tape down equipment cords. If audiovisual equipment is being provided by the facility or sponsor, ensure that a representative will be available to instruct the seminar presenter in use of the equipment. Make arrangements to access equipment. Make arrangements to access equipment that may be locked up before the program is scheduled to begin. Provide back-up equipment (including extra projection bulbs)!

Meetings must be planned at least six weeks to

two months in advance, depending upon the type of announcement system your SPM is using. For best attendance results, announcements should be in the attendees mailbox two weeks prior to the meeting. Any shorter time and the attendee may commit to another function. If an earlier period, the attendee may forget about the meeting date or misplace the announcement.

In many locations, meetings are held the same time each year and you may be used to your SPM calling you about two months ahead of the traditional meeting date to verify availability. However, do not take anything for granted. If you haven't heard from your SPM give him or her a call to confirm the meeting. In many locations, guest speakers can be used because of their close proximity to the meeting location or because they have a sponsoring organization that will pay their expenses. If you know of such a person and their presentation is interesting and have an aviation safety theme or message, do not hesitate to suggest using them as part of the program.

Counselors may be asked to assist their SPM in making arrangements for a meeting, or they may be asked to produce and conduct their own meetings.

In this situation the counselor will have to be responsible for the entire meeting. This will include, in addition to all functions discussed above, planning the presentations or making arrangements for guest speakers. In addition to this, the counselor will have to provide for the equipment needed, depending upon the presentation and size of the audience. Some equipment may be available from the SPM, provided it is not being used by another counselor at another meeting. Getting the equipment from the FSDO SPM



to the counselor and back to the FSDO will have to be worked out between the counselor and the FSDO SPM depending on the actual situation at the time. The SPM may be able to attend the meeting, in which case, he could pick up the equipment. In other situations the counselor may have to drive or fly to the FSDO to pick-up and return the equipment.

When planning a presentation remember the basics. Any presentation has an introduction, body, and conclusion. For each topic you plan to discuss, use this basic outline. Explaining something the way you understand it does not necessarily mean everyone else will understand it. They won't have the same experiences you have to help them understand your subject. The terminology used will have to be explained in many situations. Your subject will never be fully understood if you use terms that your audience does not understand. You wouldn't explain how a computer works to a novice using computer terminology. It would sound like a foreign language to them. The same holds true for flying. A good example on how to lose an audience would be explaining aerodynamics to pilots without mathematical backgrounds by using a lot of math formulas and terms. Stick with an explanation of the principals, not the quantitative measurements a design engineer would need. One of the best ways to teach is to use examples of actual situations. This seems to interest a vast majority of audiences. They want to know how other people have gotten into trouble so they can recognize when they are approaching similar situations and avoid them at the earliest possible indication of impending difficulties. Needless to say, the appropriate use of visual aids always adds interest to the learning process for your audience.

The traditional list of visual aids that can be used ranges from the oldest, but time proven, to the latest in computer technology. We all grew up in a room with a blackboard and chalk in it. It may

seem old fashioned, but any illustration aids in understanding and memory retention over just the spoken word alone. If overhead projectors are available they can provide the presenter with the opportunity to have their illustrations prepared in advance so much class time is not taken up making the drawings to illustrate the point to be made. In addition, color can be used to aid in understanding as well as to brighten up the presentation. The next, and one of the most common tools for a visual aid in a presentation is the 35mm slide projector. This has been the standby for many years and still has its place as a visual aid. In many instances it provides the best way to illustrate many subjects, especially to a large audience where a large bright picture needs to be displayed. Following after the 35mm slide projector itself is the slide/tape machine. These are used for the "canned" slide/tape program. Your SPM has many of these programs. Although most of these slide/tape programs have been around now for a considerable time, they are excellent and are as good today as the day they were made. For any pilots who have not seen them or for a review they provide a very good source of educational material.

The 16mm projector has, in most situations, been replaced by video projectors. This is due mainly to the cost of reproducing 16mm films compared to how inexpensive it is to reproduce programs on video tape. Some of the old but usable programs that were on 16mm have been transferred to video. The drawback to video is that a TV can only be so big. This limits the size of an audience if a conventional TV is all this is available. This problem has been overcome by the advent of the video projector. With a video projector you now have the equivalent of a TV with a screen 100 inches or larger in size. Most resource material is now provided in video cassette format and most district office SPM's have obtained video projectors. These have proven to be very reliable and have been received extremely well. The SPM's

also have some excellent video presentations that can be used in safety seminars.

The latest presentation equipment for visual aid usage is the computer-based projection equipment using either LCD panels or video projectors in conjunction with one of the presentation programs currently on the market and a laptop or other type of computer. With this type of equipment, the presenter can make up his own program or import parts of other programs into his own. If scanners are used, photographs and other visual aids of a graphical nature can be used to enhance the computerized "slides" incorporated into the presentation. This type of equipment may be available in some FSDOs for counselors to use. Of course, if counselors have their own equipment, they are certainly encouraged to use it. It is not unusual for counselors to use both.

One last visual aid, often overlooked, but extremely effective, especially in small groups, is the model of the item of equipment you are discussing. This can range from complete models of an airplane to the various parts you may be discussing in detail. Actual aircraft parts themselves, when they can be obtained, make the most realistic visual aids, especially ones with cutouts that expose all moving parts. A good source for these are flight schools, A&P schools, local colleges, or maintenance shops.

There are four basic phases to the teaching process. These are preparation, presentation, trial and practice, and review and evaluation. In aviation safety seminars, preparation and presentation will always be present. Trial and practice may depend on the subject matter. Review to some degree, but usually not an "evaluation". The most important thing to remember is that for learning to take place, the educational process you employ must be interesting and it needs to be fun. It's also important that what is taught has enough impact that it is not only remembered but

can be applied. This is where the real benefit is obtained — where an accident may be avoided by a member of your audience because of information you have provided.

Since the foundation of airman education with reference to the ASP is the presentation, the following discussion gives some basic information on presentation techniques.

There are several mistakes that can be avoided when making a presentation. One, is not having a clear goal or purpose for the subject matter presented. A talk that is wandering around will give your audience the distinct impression you did not prepare or organize your talk and are just making it up as you go along. This leads into the second major error you can make which is a presentation that doesn't flow logically from one point to another. It's not presented in a manner that organizes the information in a simple building block process for your audience to assimilate. This can lead to another error which is giving too much information to your audience. It's always good to know more about your subject than you are going to talk about, but don't try to tell them everything there is to know about something. Your presentation will get too long and boring or too technical for the majority of your audience to understand.

The next error almost sounds contradictory to the first one. That is not having enough support or documentation for your presentation. Statistics, actual experiences, either your own or those documented from others, can be very helpful if they aren't excessively long. The next area of concern would be personal appearance and your actual speech delivery technique. Nothing will lose your audience quicker than a dull monotonous speaking voice that gives the impression you are not enthusiastic about what you are doing. You must meet your audiences' needs. They want information that is interesting and to some degree entertaining.



Many attend safety seminars for the social aspects of the event. They get to see people with similar interest to theirs, get updated on the latest information or controversy, and they enjoy entertainment (humor) as much as the educational aspect of the meeting. As a very well known aviation lecturer once said, "learning can be fun, and people will learn a lot more when it is." So, never be boring, always be enthusiastic, always prepare well in advance, and you will not only build your own self-confidence, but gain the confidence and respect of your audience.

There are several fundamental steps taught in texts on the subject of speech presentations. We'll review the more commonly taught ones here.

First, control stage fright. This is the most common problem among all public speakers. You don't have to be a novice to have stage fright. Some of the world's most famous speakers suffered from stage fright. They found out how to control it or use it in a positive, constructive way as opposed to letting it destroy them. There are several things to realize about stage fright.

(1) Recognize you are not the only one that suffers from it. Almost everyone does.

(2) Realize it is not as obvious to your audience nearly as you might think.

(3) It will never go completely away, but it will diminish with experience.

(4) Your audience is there to see you succeed, not fail. They will not do anything to make you fail.

(5) Concentrate on what you are saying, not so much on how you will say it. If you are concentrating too much on volume you will lose your train of thought.

(6) Allow yourself an outlet for any nervousness before your presentation—just be aware of it and don't let it carry over to the actual presentation. Nothing is more annoying and unprofessional than rattling change in your pocket or talking to the floor while you mumble. This not only shows you are uncomfortable and don't want to be up in front of everyone, it makes your audience uncomfortable as well.

(7) Prepare your material as far in advance as possible and be as complete as possible in your preparation. This is the key to controlling stage fright. The better prepared you are, the more confidence you will have in your ability. You will be in charge like any good speaker is, your audience will know it, and you will know your audience knows it.

Second, select your subject well. In doing this you need to know your audience. What is their experience level? What would they be interested in hearing? What information can you give them that they will benefit from? Make the talk match what it belongs to. You wouldn't give a lecture on holding patterns and holding pattern entry to a group of student pilots working on their Private Pilot Certificate. By the same token, you wouldn't give a talk on basic VFR training maneuvers to an audience that was much more experienced. You may use this type of topic if you publicize the seminar as a review of basics or as a CFI seminar. Identify your audience and match the presentation to that particular audience.

Third, gather your ideas and information. This is the basic research you need to do to get factual information on the subject of your talk. One of the worst things to do at a meeting of an educational nature is to pass on inaccurate information. We don't want that type of information passed off as official policy or practice by someone representing the FAA when it is not authoritative. This is the



key to any good presentation — that is authoritative, accurate, and up to date and not misinterpreted. You must have your presentation documented also because you may be challenged by members of your audience at anytime and you want to be able to back up what you say about something that is challenged or nothing else you say will be believed no matter how accurate it is.

When you begin to prepare to talk to a group, don't wait until you sit down to start writing. This may result in that familiar "writer's block" which is in a way a form of stage fright. One of the best ways to avoid this is to carry around with you some blank 3 x 5 cards and a pen or pencil to jot down ideas when they come into your head. With this technique you will have a lot of ideas already jotted down you can refer to when you sit down to write. This is also a good time to be planning what type of visual aids you want to use in your presentation. Visual aids can also be one of the best friends a speaker can have when it comes to the subject of stage fright. They assist with recall and make the presentation go much smoother, show the audience you are prepared, and help them remember what you've talked about.

Fourth, organize your material. Prepare an outline. Have a logical flow of information. Don't skip around. This will only confuse your audience. They will have trouble following you and you will give the appearance you did not prepare properly. It is important in this section to include some interesting examples, stories, and humor. It is extremely important to hold your audiences attention during the entire presentation, not to just tell the traditional joke to start off and then have no more humor throughout the talk. By including a humorous anecdote every so often when it is appropriate, you will maintain your audiences' interest at the same high level throughout the entire presentation, not just at the beginning.

Fifth, plan the introduction to your presentation.

This is an extremely important part. It sets the tone for what is to follow. You can win friends in the first 30 seconds of your talk or lose their interest. Plan this with something your audience can relate to. Sometimes you may want to add to your opening with a comment about something that was said or done at the gathering prior to your speech. Humor is the traditional attention getter, however, if it is not well planned, it will start you off on the wrong foot. Other types of attention getters include stating a startling fact, asking a question, presenting a quotation related to your talk, giving an example or story of an actual or recent occurrence that is related to your topic, or just simply emphasizing the importance of what you are about to say. After your opening or attention getter, tell your audience what you are going to say, why it is important, and how it might affect them. Transition into a preview of the body of your presentation and then proceed.

Sixth, plan the conclusion of your talk. This is very simple. Tell your audience you are concluding then review the main ideas of your presentation. This is what you want your audience to remember. One technique is to return to your original attention getter, emphasize your theme or objective, then close out. Once you have done this, then stop—don't drag it out or add something that may have been forgotten. You can ask for questions if you like, but be prepared to end the presentation without them. One very effective way to end is to announce a break or to introduce the next speaker. The key is to stay in charge, don't die on the vine while you are still in front of your audience by giving the appearance you don't know what to do next.

Seventh, practice your speech. This will give you the opportunity to review your notes for completeness. You will be able to smooth out the rough spots and check your timing. You never want to fall short or go beyond your allotted time. This disrupts the planned schedule and could possibly



cut into someone else's time. This will make it extremely difficult, not only for the last speaker but the audience also. If a meeting starts at 7:00 PM, and is supposed to be over at 9:30 PM, it becomes very tiring to many people when 10 minutes has gone by the ending time and there is no indication of it ending.

There are several techniques to use when practicing your presentation. Some people just review their notes at their desk, however, if you can use a room with a mirror, this will be more effective, you might see mannerisms you may want to correct. Some speakers use tape recorders or even camcorders to review their own practice sessions prior to the actual presentation. If this type of equipment is available, it would be very advantageous to use it. These practice sessions are where you gain proficiency using your visual aids and determining if any changes need to be made.

Eighth, give your talk. Remember, be yourself, think positively and confidently. Get set before you talk. Establish eye contact with your audience. Don't start talking before you get behind the lectern. Don't read your notes — talk to your audience. Be aware of any nervous habits and avoid them. Act like you enjoy what you are doing, and your audience will be much more comfortable with you. Lastly, speak loud enough so that everyone can hear you, don't allow your voice to trail off.

Any discussion of presentation techniques can become quite involved. We've just reviewed some of the basics. Just remember, any presentation is a training experience which requires the presenter to explain a subject. In the explanation of any subject, there are three basic parts—what, why, and how. If you don't remember anything else you've read about presentations, remember this simple checklist—what, why and how. Always explain what you are going to talk about, why it is important to talk about this particular sub-

ject and the how to. Then, after the conclusion, follow up with answers to any questions.

Now that we have discussed how to give a presentation, what subjects should you consider? The most obvious are the ones of which you are most knowledgeable. Any traditional aviation subject may be of interest to a particular audience. Some subjects are seasonal such as icing and density altitude, however, your audience may not want to hear an entire program or presentation on one subject. A good evening's program will have a mix of usually two or more different speakers using a variation of subject matter. SPM's have a very good supply of audio-visual material; however, a night of nothing but video or slides/tapes would probably bore your audience. If they are properly used to augment a talk, they will add to the presentation's effectiveness.

One thing to remember is that many of your audiences will have a wide experience background. It is not uncommon to have retired airline captains as well as student pilots sitting side by side in a safety meeting. You should also have several of the local flight instructors as well as airport personnel in attendance. You must be well prepared and have tailored your talk to your audience. There will be times when audience background information is unavailable prior to the meeting. You, at such times, must be flexible in your presentation techniques.

The following is a checklist that may be helpful in planning an aviation safety meeting:

- (1) Determine the need for and type of meeting desired in your area at least two months prior to the desired date.
- (2) Check for meeting site, availability, and cost.
- (3) Insure there are not any conflicts with holidays or other events or activities.



- (4) Contact your SPM for any assistance.
- (5) Determine availability and/or cost of items the SPM cannot provide. These may include chairs, sound equipment, projection equipment (16mm, 35mm, video, or other visual aids), refreshments, and what is needed to serve them.
- (6) Determine costs of guest speaker(s), etc.
- (7) Solicit sponsors for anticipated costs.
- (8) Contact your SPM for announcement preparation planning (minimum 6 weeks in advance).
- (9) Two weeks prior to the meeting insure local pilots are receiving the announcement.
- (10) Verify arrangements with all parties involved in the program.
- (11) Day of the meeting arrive at least one hour ahead of time to begin setup.
- (12) Insure lighting can be controlled and not inhibit visual aid presentation.
- (13) Setup projection and visual aid equipment. Insure you have an adequate number of extension cords, duct tape, and projector tables.
- (14) Setup sound system, if one is needed.
- (15) Test all equipment.
- (16) Setup or have sponsor set up chairs and refreshments.
- (17) Setup all handouts to be distributed.
- (18) Conduct meeting. (Schedule a break point, no more than one hour into the program, and don't forget to acknowledge and thank the sponsors.)
- (19) Count attendance during the meeting.
- (20) Distribute a critique sheet to obtain feedback on the meeting.
- (21) After the meeting clean up and return equipment, etc.
- (22) Report back to the SPM how the meeting went, any changes needed for the next meeting, and the number of attendees.

The following page numbers were purposely omitted from the original document: Pg ii, Pg 4, Pg 8, Pg 16, Pg 18, and Pg 20.